

FIG. 1



Welcome to Pricedrive

202

To Do List ~ 204

Total Vehicles in Stock ~ 220

Wholesale: 9 ~ 222 Retail: 30 ~ 224 Total: 39 ~ 226

PRICEDRIVE RECOMMENDATION ~ 230

To achieve your target, Pricedrive recommends that you

INCREASE inventory by 51 vehicles

~ 232

256 ~ ACTION PLAN

SUMMARY ~ 240

Wholesale Today ~ 242 ~ 9 Vehicles

Review Retail Purchase
Needs ~ 244 ~ 5 Vehicles

Retail Today ~ 246 ~ 0 Vehicles

Vehicles to Watch ~ 248 ~ 10
Vehicles

Review Wholesale Purchase
Offers ~ 250 ~ 0 Offers

Consider for Wholesale
Center ~ 252 ~ 8 Vehicles

Add Wholesale Description ~ 8 Vehicles

Day Supply ~ 254

Current Day Supply 14 ~ 262

Target Day Supply 40 ~ 264

258 ~ Review Activity Summary

200

FIG. 2

204
6206
h208
L210
I212
I214
I216
I**To Do List****Daily Reports****Dealer Inventory****Appraisal Activity****Retail Showroom****Wholesale Center****Buy List**

202

Welcome to Pricedrive

Wholesale Center (9 vehicles)
Dealership Vehicles | Market Vehicles

Year Make Model Stock Mileage Color # Best Bids Buyer's

Year	Make	Model	Stock	Mileage	Color	#	Best Bids	Buyer's
1996	DODGE	NEON-4	H3256B	128192	BLUE	0	Buyers	
1994	CHRYSLER	NEW YOR	A14514	97048	BROWN	0	Buyers	
2000	MAZDA	MX-5 MI	P3241	8752	SILVER	0	Buyers	
1999	FORD	CONTOUR	P3245	32165	GREEN	0	Buyers	
1996	FORD	T RANGER-	A14549	39840	BLACK	0	Buyers	
1993	PONTIA	BONNEVI	H3262B	142332	BURGUNDY	0	Buyers	
1986	BUICK	ELECTRA	A14505B	120461	SILVER	0	Buyers	
1994	FORD	ESCORT-	H3278B	135980	RED	0	Buyers	
1996	NISSAN	ALTIMA-	A14382	80511	BEIGE	0	Buyers	

300

FIG. 3(a)

To Do List Daily Reports Dealer Inventory Appraisal Activity Retail Showroom Wholesale Center Buy List

Welcome to Pricedrive

Locate a car

Appraise a car

Get book value

Wholesale Center Offers 350

VIN 354 Year 356 Make 358 Model 360 Mileage 362 Color 364
1HGCB755XMA110385 1991 HONDA ACCORD 117043 BLUE

366 368 Offers 370 372
High Offer Amount Site Area Offer Date Dealer Name
\$2600 Sell Now? WC 4/28/2001 1:04:35 PM Ed Scherl Ent. Inc
374 \$2600 Sell Now? 376 WC 4/28/2001 10:41:04 AM Car World Inc.
\$2669 Sell Now? WC 4/25/2001 8:49:33 PM Car World Inc.

350

FIG. 3(b)

To Do
List

Daily
Reports

Dealer
Inventory

Appraisal
Activity

Retail
Showroom

Wholesale
Center

Buy
List

Welcome to Pricedrive
Wholesale Center Offer

Year 1996
Make CHEVRO
Model MONTE CARLO
Mileage 96637
Color BLACK
VIN 2G1WX12X4T92775D3

375

5

Make Your Offer

Minimum: \$0

Maximum: \$0

Leave 'Minimum' empty to submit one offer.

Submit ~ 390

(Enter Comment Above)

385

FIG. 3(c)

Retail Sales Trends

492

494

406

408

Make* ▲	Model* ▲	Metrics	▼ Qty Sold Last 6 mo	▼ Qty Sold Last 90 days	▼ Qty Sold Last 60 days	▼ Qty Sold Last 30 days	▼ Current Stock
	626		72	50	38	29	10
	PROTEGE-4 CYL.		28	17	15	7	6
MAZDA	MPV-V6		21	15	11	6	1
	MILLENA-V6		17	11	8	7	3
	B SERIES PICKUP		7	3	3	3	1
FORD	CONTOUR-4 CYL.		5	4	2	2	0
JEEP	GRAND CHEROKEE-6 CYL.		5	2	2	1	1
CHEVROLET	MALIBU-V6		3	2	2	0	0
MERCURY	SABLE-V6		3	2	2	1	0
TOYOTA	CAMRY		3	1	1	1	0
ACURA	TL-5 CYL.		2	2	2	2	0
FORD	TAURUS-V6		2	1	1	0	0
FORD TRUCK	EXPLORER-V6		2	1	0	0	0
MAZDA	MX-5 MIATA-4 CYL.		2	1	1	1	1
MITSUBISHI	GALANT-4 CYL.		2	2	2	0	0
NISSAN/DATSON	SENTRA-4 CYL.		2	2	1	0	0
TOYOTA	COROLLA-4 CYL.		2	1	1	0	0
BUICK	REGAL CUSTOM-V6		1	0	0	0	0
CHEVROLET	LUMINA-V6		1	0	0	0	0
CHEVROLET TRUCK	S10 PICKUP-V6		1	1	1	1	0
CHRYSLER	300M-V6		1	0	0	0	0
	CIRRUS		1	1	0	0	0
HONDA	ACCORD		1	0	0	0	0
	PASSPORT-V6		1	1	0	0	0
HYUNDAI	TIBURON-4 CYL.		1	0	0	0	0
JEEP	GRAND CHEROKEE-V8		1	1	0	0	0
MAZDA	B4000 PICKUP-V6		1	0	0	0	0
	TRIBUTE		1	1	1	0	0
MERCURY	MYSTIQUE-4 CYL.		1	0	0	0	0
MITSUBISHI	MIRAGE-4 CYL.		1	0	0	0	0
NISSAN/DATSON	MAXIMA-V6		1	0	0	0	2

400

FIG. 4

To Do
List

Daily
Reports

Dealer
Inventory

Appraisal
Activity

Retail
Showroom

Wholesale
Center

Buy
List

Welcome to Pricedrive

502

Vehicles Near Wholesale Center Move Date (3 Days)

Stock	Year	Make	Model	Mileage	Age	Desc.	WC
-------	------	------	-------	---------	-----	-------	----

H4776	1997	MAZDA	MX-5 MIATA-4 CYL	41293	38	Edit	Move
-------	------	-------	------------------	-------	----	------	------

Total cars = 1

516 518

520

- Locate a Car
- Appraise a Car
- See Book Values

500

FIG. 5

0193624416 - DEC 31 1997

Vehicles to Watch

Stock Number	Year	Make*	Model*	Warning	Metrics	↓ Curr Stock	↓ Avg Days in Stock	↓ Avg Days in Gross Profit	↓ Avg ROI
A14591	1999	VOLKSWAGEN	NEW BEETLE-4 CYL.	No History Available	604	17	N/A	N/A	N/A
A14414	1998	SUBARU	FORESTER-4 CYL.	No History Available	606	18	N/A	N/A	N/A
P3292	2000	FORD	FOCUS-4 CYL. B2500	No History Available	607	0	N/A	N/A	N/A
H3279	1999	MAZDA	PICKUP-4 CYL.	No History Available	608	6	N/A	N/A	N/A
H3217B	1993	FORD	ESCORT	No History Available	609	1	N/A	N/A	N/A
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	610	0	44	\$ 355	19%
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	611	0	44	\$ 355	19%
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	Add Description Over Age - Wholesale	612	64	33	N/A	31%
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	Below Minimum ROI	613	6	33	N/A	31%
P3245	1999	FORD	CONTOUR-4 CYL.	Add Description Over Age - Wholesale	614	50	18	\$ 1,548	N/A

624
Rows: 10 Columns: 4

626

600

FIG. 6

To Do
List

Daily
Reports

Dealer
Inventory

Appraisal
Activity

Retail
Showroom

Wholesale
Center

Bury
List

Welcome to Pricedrive

Purchase Offers ↗ 702

704

Date range: 4/10/2001 9:27:50 AM to 5/10/2001 9:27:50 AM

Year	Make	Model	Stock	details
1999	SUZUKI	ESTEEM-4 CYL.	H4683B	details ↗ 714
<u>Site</u>	<u>Offer</u>	<u>Date</u>	<u>Dealer</u>	↗ 724
WC	\$5400	5/3/2001 11:30:58 AM	Farrish Daewoo-Suzuki	↗ 726
Year	Make	Model	Stock	details
1991	MAZDA	626	A2354	details
<u>Site</u>	<u>Offer</u>	<u>Date</u>	<u>Dealer</u>	
WC	\$500	5/1/2001 10:18:22 PM	Ed Scherl Ent. Inc	
Year	Make	Model	Stock	details
1993	DODGE TRUCK	GRAND CARAVAN	A2224	details
<u>Site</u>	<u>Offer</u>	<u>Date</u>	<u>Dealer</u>	
WC	\$1500	5/1/2001 10:17:35 PM	Ed Scherl Ent. Inc	
Year	Make	Model	Stock	details
1991	HONDA	ACCORD	P4805B	details
<u>Site</u>	<u>Offer</u>	<u>Date</u>	<u>Dealer</u>	
WC	\$2600	4/28/2001 1:04:35 PM	Ed Scherl Ent. Inc	
WC	\$2500	4/29/2001 10:41:04 AM	Car World Inc.	
WC	\$2569	4/25/2001 6:49:33 PM	Car World Inc.	

- Locate a Car
- Appraise a Car
- Get Trade Value

098367416 · 052401

16

700

FIG. 7

To Do List**Daily Reports****Dealer Inventory****Appraisal Activity****Retail Showroom****Wholesale Center****Buy List****Welcome to Pricedrive****Consider for Wholesale Center**

- More Related
- Appraise a Car
- Get Book Value

Stock	Year	Make	Model	Mileage	Current Days in Stock	6mo Avg. Gross Profit	6mo Avg. ROI %	Warning	Move to WC?
<small>ASCRT</small>	<small>SORT</small>	<small>ASCRT</small>	<small>SORT</small>	<small>SORT</small>	<small>SORT</small>	<small>SORT</small>	<small>SORT</small>	<small>No History Available</small>	<input type="checkbox"/>
H3217B	1993 FORD		ESCORT		1	N/A	N/A		<input type="checkbox"/>
P3292	2000 FORD		FOCUS-4 CYL.	4900	0	N/A	N/A	No History Available	<input type="checkbox"/>
H3296	1998 NISSAN/DATSON MAXIMA-V6			35966	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3299	1998 NISSAN/DATSON MAXIMA-V6			30910	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3279	1999 MAZDA		B2500 PICKUP-4 CYL.	31762	6	N/A	N/A	No History Available	<input type="checkbox"/>
H3283	1997 MAZDA		MX-5 MIATA-4 CYL.	34923	6	N/A	31%	Below Minimum ROI	<input type="checkbox"/>
A14414	1998 SUBARU		FORESTER-4 CYL.	52403	18	N/A	N/A	No History Available	<input type="checkbox"/>
A14591	1999 VOLKSWAGEN		NEW BEETLE-4 CYL.	17806	17	N/A	N/A	No History Available	<input type="checkbox"/>

Total vehicles = 8

800

FIG. 8

To Do
List

Daily
Reports

Dealer
Inventory

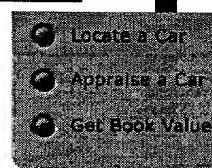
Appraisal
Activity

Retail
Showroom

Wholesale
Center

Buy
List

Welcome to Pricedrive



Wholesale Vehicles Needing Description

Stock	Year	Make	Model	Mileage	Text
904	906	908	910	912	914
<small>SORT</small>	<small>SORT</small>	<small>SORT</small>	<small>SORT</small>	<small>SORT</small>	<small>SORT</small>
A14505B	1986	BUICK	ELECTRA PARK AVENUE	120461	Add ~ 902
A14514	1994	CHRYSLER	NEW YORKER-V6	97048	Add
H3256B	1996	DODGE	NEON-4 CYL.	128192	Add
P3245	1999	FORD	CONTOUR-4 CYL.	32165	Add
H3278B	1994	FORD	ESCORT-4 CYL.	135980	Add
A14549	1996	FORD TRUCK	RANGER-V6	39840	Add
H3262B	1993	PONTIAC	BONNEVILLE	142332	Add
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	8752	Add

Total vehicles = 8

900

FIG. 9

ACTION PLAN

Stock Number	Year	Make*	Model*	Warning*	Metrics	Current Days in Stock	ROI
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	Add Description Over Age - Wholesale	64	31%	
P3245	1999	FORD	CONTOUR-4 CYL.	Add Description Over Age - Wholesale	50	N/A	
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	Below Minimum ROI	6	31%	
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	19%	
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	19%	

1000

FIG. 10

Activity - Microsoft Internet Explorer

Activity Summary for Baltimore - Washington Vehicles

Vehicles

Dealer Inventory:	63 Browns Mazda Fairfax Vehicles
Retail Showroom:	43 Browns Mazda Fairfax Vehicles (2348 Total Vehicles)
Wholesale Center:	20 Browns Mazda Fairfax Vehicles (119 Total Vehicles)
Appraisal Activity:	1 Browns Mazda Fairfax Vehicles (1 Total Vehicles)

Offers

Total Offers:	2 Total Offers
Retail Showroom:	2 Offers
Wholesale Center:	0 Offers
Appraisal Activity:	0 Offers

24-hour Vehicle History

	New Vehicles	Deleted Vehicles
Retail Showroom:	1122 0 New Vehicles	0 Deleted Vehicles ~ 1124
Wholesale Center:	1126 20 New Vehicles	0 Deleted Vehicles ~ 1128
Appraisal Activity:	1130 20 New Vehicles	0 Deleted Vehicles ~ 1132
Total:	1106 20 New Vehicles	0 Deleted Vehicles ~ 1108

1100

FIG. 11

Retail Inventory Value Report

1210 1212 1214 1216 1218 1220

Stock Number	Year	Make*	Model*	Metrics	Mileage	Retail Price	Vehicle ACV	Black Book Value (Avg Book)	NADA (Trade Value)	Curr Days in Stock	
P3245	1999	FORD	CONTOUR-4 CYL.	1208	1210	32,165	\$ 12,995	\$ 9,514	\$ 7650	\$ 8575	50
H3217B	1993	FORD	ESCORT		N/A	N/A	N/A	N/A	\$ 2190	1	
P3292	2000	FORD	FOCUS-4 CYL.		4,900	\$ 13,995	\$ 8,993	\$ 9725	\$ 10225	0	
H3273	1998	JEEP	GRAND CHEROKEE-6 CYL.		34,816	\$ 18,995	\$ 15,289	CK Book	\$ 15425	35	
H3258	1998	MAZDA	626		31,148	\$ 13,798	\$ 10,649	CK Book	CK Book	43	
H3281	1998	MAZDA	626		30,465	\$ 13,995	\$ 11,006	CK Book	CK Book	14	
P3290	1998	MAZDA	626		45,134	\$ 15,995	\$ 12,247	\$ 8400	CK Book	0	
H3288	1998	MAZDA	626		36,016	\$ 13,785	\$ 10,665	CK Book	CK Book	10	
H3282	1998	MAZDA	626		36,100	\$ 13,495	\$ 10,008	CK Book	CK Book	6	
H3287	1998	MAZDA	626		35,955	\$ 13,495	\$ 11,026	\$ 8700	CK Book	6	
H3293	1998	MAZDA	626		36,255	\$ 13,995	\$ 8,665	CK Book	CK Book	1	
H3294	1998	MAZDA	626		37,951	\$ 14,995	\$ 10,256	CK Book	CK Book	1	
H3266B	1996	MAZDA	626		46,985	N/A	\$ 5,500	CK Book	CK Book	5	
H3279	1999	MAZDA	B2500 PICKUP-4 CYL.		31,762	\$ 11,995	\$ 8,840	CK Book	CK Book	6	
P3291	1998	MAZDA	MILLENIUM-V6		17,360	\$ 18,995	\$ 15,210	\$ 12900	\$ 15700	0	
H3297	1998	MAZDA	MILLENIUM-V6		23,632	\$ 18,995	\$ 15,544	\$ 12725	\$ 15475	0	
H3295	1998	MAZDA	MILLENIUM-V6		36,690	\$ 17,995	\$ 15,166	\$ 12250	\$ 14825	0	
P3286	1998	MAZDA	MPV-V6		37,816	\$ 18,995	N/A	CK Book	CK Book	10	
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.		8,752	\$ 18,995	\$ 13,891	CK Book	CK Book	64	
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.		34,923	\$ 14,995	\$ 10,873	CK Book	CK Book	6	

1200

FIG. 12

[To Do List](#)[Daily Reports](#)[Dealer Inventory](#)[Appraisal Activity](#)[Retail Showroom](#)[Wholesale Center](#)[Buy List](#)

Welcome to Pricedrive

[Locate a Car](#)[Appraise a Car](#)[Get Book Value](#)

Market Performance By Make And Model

1302

Make: MAZDA

1306

1312

1314

1304
Model: 626

1316

1318

1320

Price Range	Sold Last 6 Months	Sold Last 90 Days	Sold Last 60 Days	Sold Last 30 Days	Current Stock	6mo Avg Gross Profit	6mo Avg Days To Retail	6mo Avg ROI
N/A	21	9	4	2	1	\$ 1322	18	N/A
\$1-\$5000	8	2	1	1	1	\$ 1377	17	880%
\$5001-\$10000	34	22	12	6	8	\$ 1955	32	642%
\$10001-\$15000	103	56	39	19	11	\$ 1638	33	281%
\$15001-\$20000	2	0	0	0	0	N/A	14	N/A

1308

1309

Mileage	Sold Last 6 Months	Sold Last 90 Days	Sold Last 60 Days	Sold Last 30 Days	Current Stock	6mo Avg Gross Profit	6mo Avg Days To Retail	6mo Avg ROI
N/A	1	0	0	0	0	\$ 31	N/A	N/A
<20000	16	5	3	2	4	\$ 1333	28	242%
20001-40000	110	58	39	21	13	\$ 1416	32	247%
40001-60000	22	16	11	4	3	\$ 1148	21	329%
60001-80000	12	6	2	1	0	\$ 1914	37	1008%
80001-100000	2	1	0	0	0	\$ 425	28	N/A
100001+	3	1	1	0	1	\$ 102	39	N/A

1310

1311

Year	Sold Last 6 Months	Sold Last 90 Days	Sold Last 60 Days	Sold Last 30 Days	Current Stock	6mo Avg Gross Profit	6mo Avg Days To Retail	6mo Avg ROI
2000	14	4	2	1	3	\$ 1102	33	161%
1999	6	3	1	1	1	N/A	41	N/A
1998	118	68	46	23	11	\$ 1843	28	463%
1997	15	5	2	1	3	\$ 1352	43	309%
1996	5	3	3	1	0	\$ 1155	28	439%
1995	3	2	1	1	0	\$ 1708	31	519%
1994	1	0	0	0	0	\$ 2334	22	1778%
1993	2	1	0	0	0	\$ 1149	26	880%
1991	1	0	0	0	0	N/A	N/A	N/A

1300

FIG. 13

To Do List Daily Reports Research a Vehicle Dealership Inventory Appraisal Center Retail Showroom Wholesale Center Buy List

1402 Year	1404 Make	1406 Model	1408 Mileage	1410 Color	1412 Area	1414 Dealership Name	1416 Dealership Contact Name	1418 Dealership Contact Number	1400
2000	MAZDA	MPV-V6	60000	BLACK WC	Browns Mazda Alexandria	Mark Mcnville	703.660.8400		
1996	MAZDA	PROTEGE-4 CYL	60000	BLACK WC	Browns Mazda Alexandria	Mark Mcnville	703.660.8400		1420

Total vehicles = 2

[Printer friendly version of this page](#)

~1422

1400

FIG. 14

To Do List	Daily Reports	Dealer Inventory	Appraisal Activity	Retail Showroom	Wholesale Center	Buy List
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Best Selling Top Performance Retail Vehicles

Year	Make	Model	Volume Sold	Avg. Price	Units Sold	Avg. Price
1995	MAZDA	MPV-V6	1	\$ 2,772	3	552%
1994	MAZDA	MX-5 MIATA-4 CYL.	2	\$ 3,454	8	380%
1996	MAZDA	826	1	\$ 1,690	5	173%
1995	TOYOTA	TACOMA	1	\$ 1,695	14	834%
1996	MAZDA	MX-5 MIATA-4 CYL.	1	\$ 2,700	12	777%
1996	MAZDA	MPV-V6	1	\$ 1,266	7	738%
	FORD TRUCK	EXPEDITION-V8	1	\$ 2,459	7	731%
1998	SUBARU	IMPREZA-4 CYL.	1	\$ 1,800	11	606%
	MAZDA	PROTEGE-4 CYL	11	\$ 1,061	23	505%
1996	PLYMOUTH	NEON-4 CYL.	1	\$ 878	17	483%
1999	MAZDA	B3000 PICKUP-V6	3	\$ 1,551	30	382%
	MAZDA	MPV-V6	5	\$ 1,764	21	371%
1998	MAZDA	MILLENNIA-V6	9	\$ 2,100	36	369%
1997	MAZDA	MPV-V6	3	\$ 1,525	20	341%
1998	MAZDA	826	36	\$ 1,367	33	325%

Worst Selling Top Performance Retail Vehicles

Year	Make	Model	Volume Sold	Avg. Price	Units Sold	Avg. Price
1995	TOYOTA	CAMRY	6	\$ 2,759	32	294%
1998	CHEVROLET	CAVALIER RS-L4	7	\$ 1,550	46	2675%
1994	TOYOTA	CAMRY	3	\$ 1,569	12	2164%
1999	ISUZU	RODEO-V6	4	\$ 2,440	20	1727%
	DODGE TRUCK	GRAND CARAVAN-V6	2	\$ 2,260	32	1611%
1996	TOYOTA	COROLLA-4 CYL	4	\$ 2,072	19	1368%
	JEEP	GRAND CHEROKEE-V8	7	\$ 2,317	21	1350%
1997	PLYMOUTH	VOYAGER-V6	3	\$ 2,710	10	1342%
1996	DODGE TRUCK	CARAVAN-V6	4	\$ 2,641	19	1330%
1997	DODGE TRUCK	RAM VAN 2500-V8	6	\$ 746	96	1044%
1995	NISSAN/DATSON	SENTRA-4 CYL	4	\$ 860	19	1004%
1997	TOYOTA	CAMRY	14	\$ 1,495	59	910%
1995	HONDA	ACCORD	3	\$ 2,089	12	899%
1997	SATURN	SATURN-4 CYL	10	\$ 688	60	887%

1500

FIG. 15



1600
FIG. 16 (a)

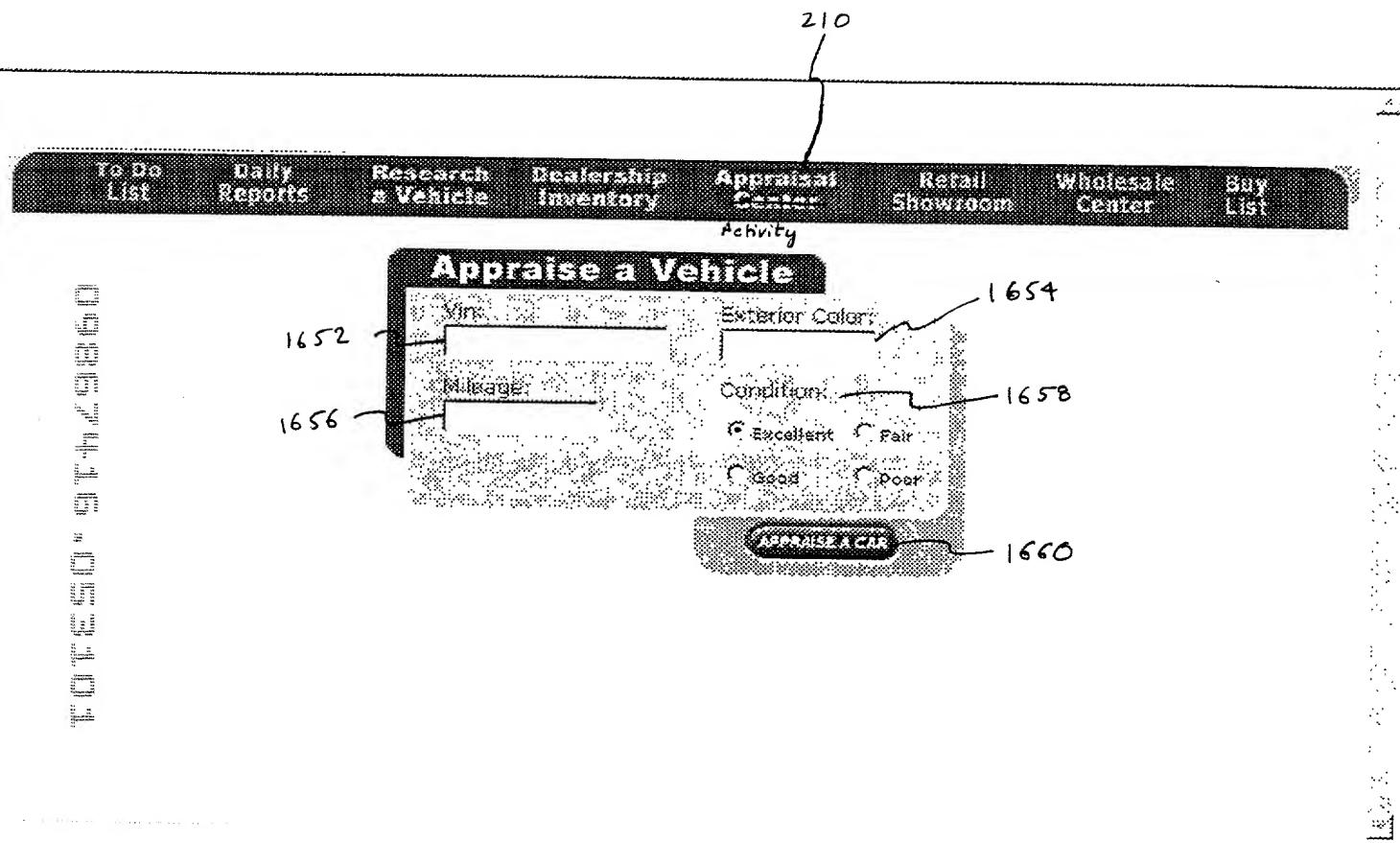


FIG. 16(b)

210

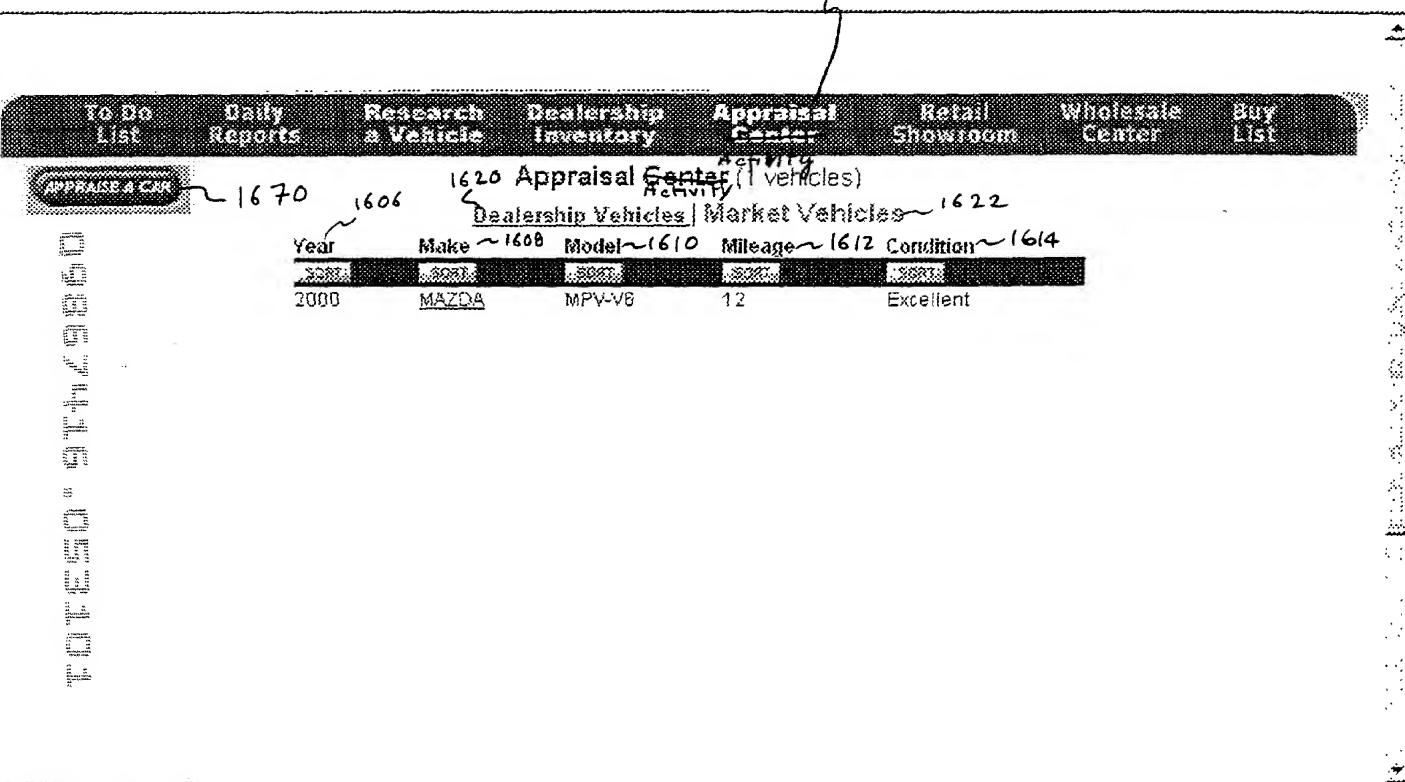


FIG. 16 (c)

216

To Do List Daily Reports Dealer Inventory Appraisal Activity Retail Showroom Wholesale Center Buy List

Welcome to Pricedrive

Buy List ~ 216

1702 1704 1706 1708 1710 1712 1714 1716 1718
Add Vehicle to Buy List ↗ 1720

Make	Model	Year From	Year To	Miles From	Miles To	Notes	Hits	Alert
AUDI	200	1993	1997	0	200000	View		Delete
BMW	325	1994	2000	0	200000	Post	2	Delete

Locate a Car
 Appraise a car
 Get Book Value

1700

FIG. 17(a)

To Do List Daily Reports Dealer Inventory Appraisal Activity Retail Showroom Wholesale Center Buy List

Welcome to Pricedrive

1752 - **Buy List**

1754 - Make: Select

1758 - Model: Select

Miles From: Miles To:

0	200000
---	--------

Year From: Year To:

Select	Select
--------	--------

ADD TO BUY LIST 1764

- Locate a Car
Appraise a Car
Get Book Value

1750

FIG. 17 (b)